

The Roycroft Catalog



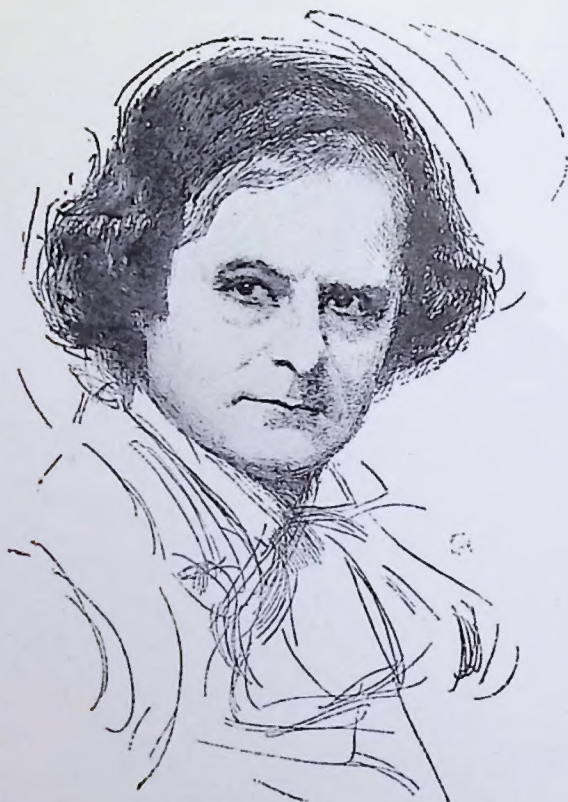
THE ROYCROFTERS
EAST AURORA • NEW YORK

To
possess
a piece of work
that
the workman made
in joyous animation is
a source of
joy to
the
possessor



HAND-MADE
THINGS
from
THE COPPER
SHOP





ELBERT HUBBARD
FOUNDER OF ROYCROFT

Born at Bloomington, Ill., June 19, 1859
Lost on the Lusitania, May 7, 1915

Foreword

This, then, is a catalog of Roycroft Books and Hand Hammered Copper done by The Roycrofters at their Shops which are in East Aurora, New York.

Founded over thirty years ago by Elbert Hubbard, this community of craftsmen work with head, heart and hand in the making of things worth while.

"Not how cheap, but how good" is a Roycroft slogan. The result is a superior product that delights and satisfies.

All the qualities that have distinguished Roycroft Books and Hand-wrought Copper down through the

years are found in the products pictured and described in the following pages of this catalog.

All that we offer you is made as well as we know how. All that we sell is guaranteed to be exactly as represented. All that you purchase from us must give you complete satisfaction or your money will be refunded.

We know our wares are worthy! They are designed and painstakingly made by men and women who take a joy in their work. Believing in your good taste and good judgment we confidently await your gift orders.



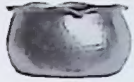
*Prices are listed at the end
of the catalog*



111



216



215

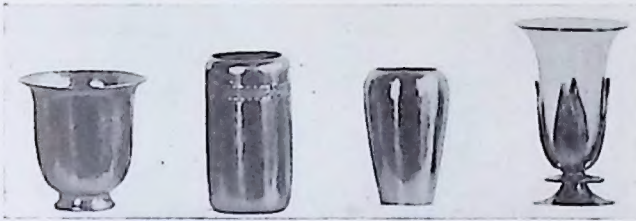


250

Flower Vases and Bowls



108



246

230

220

248



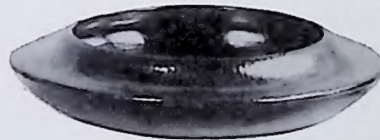
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243

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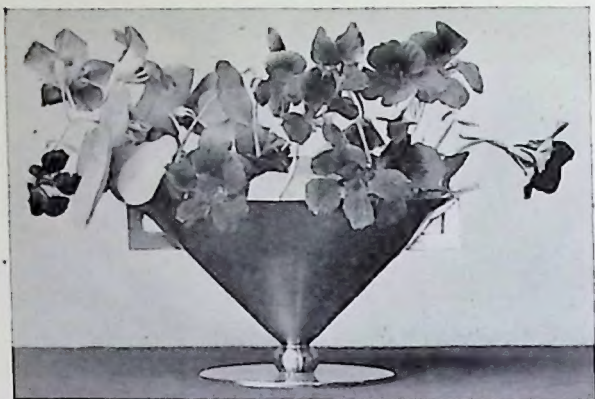


240



218

- | | | | |
|-----|-----------------------|-----|-------------------|
| 108 | Flower-holder 8' high | 236 | Vase 5" high |
| 111 | Flower-holder 6" high | 237 | Bowl 4" diameter |
| 112 | Flower-holder 6" high | 240 | Bowl 11" diameter |
| 215 | Bowl 4" diameter | 243 | Bowl 5" diameter |
| 216 | Bowl 6" diameter | 246 | Vase 4 1/2" high |
| 218 | Vase 5 1/2" high | 248 | Vase 6 1/4" high |
| 220 | Vase 4 1/2" high | 250 | Bowl 6" diameter |
| 222 | Vase 4 3/4" high | | |



253



217



234



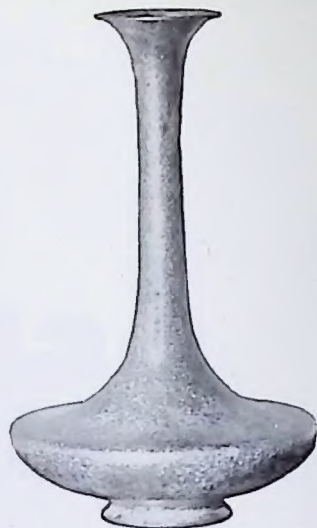
205



1119



1120



241

Flower Vases and Bowls



205 Vase 6" high

217 Bowl 7" diameter

221 Vase 4½" high

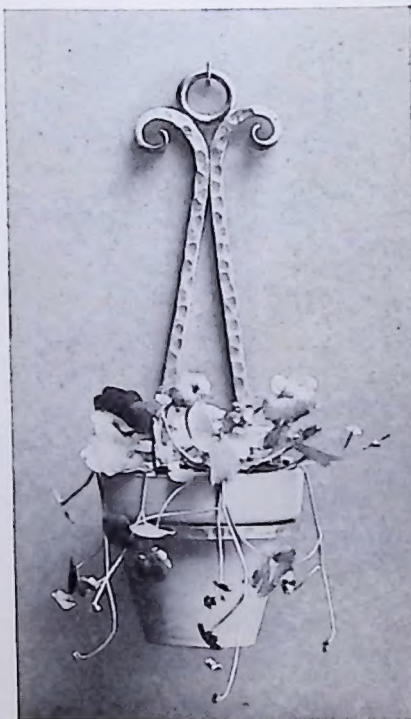
241 Vase 15" high

253 Bowl

1119 Flower Pot Holder 10" high

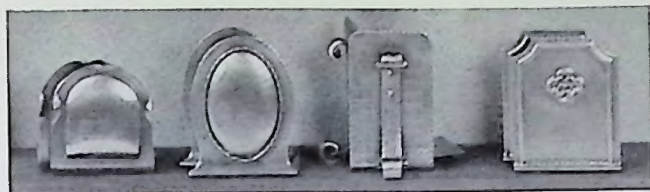
1120 Flower Pot Holder 8½" high

1122 Ivy Holder



1122

See Price List Page 61



354

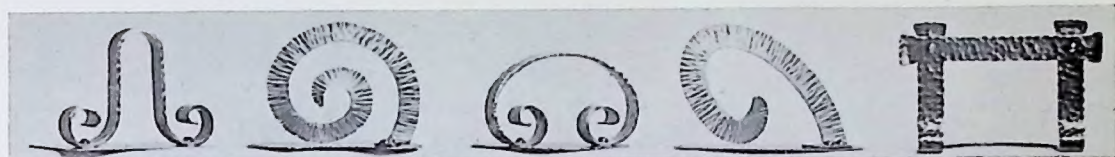
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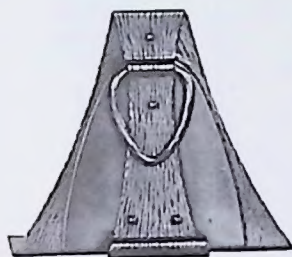
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347

Book Ends

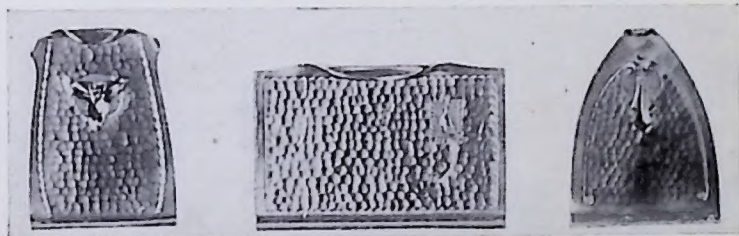
- 301 Bookends 5" high
- 307 Bookends 4" high
- 308 Bookends 5" high
- 320 Bookends 4 3/4" high
- 346 Bookends 5" high
- 347 Bookends 5" high
- 353 Bookends 5" high
- 354 Bookends 4" high
- 355 Bookends 5" high
- 356 Bookends 5" high
- 357 Bookends 5" high
- 366 Bookends 4" high
- 367 Bookends 4" high
- 368 Bookends 3 1/2" high
- 369 Bookends 4" high
- 370 Bookends 4" high



320



346



301

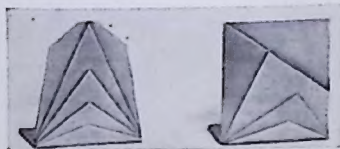
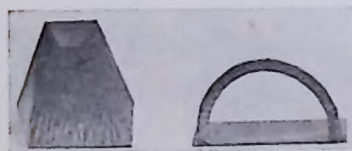
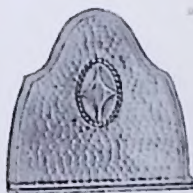
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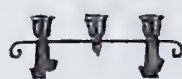
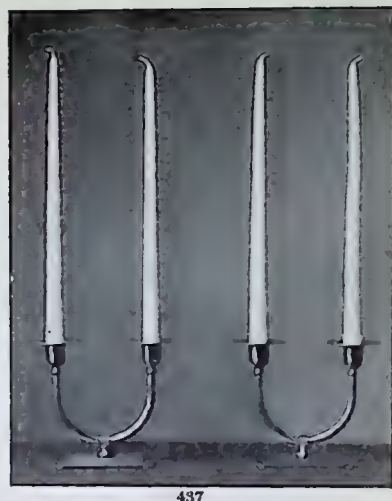
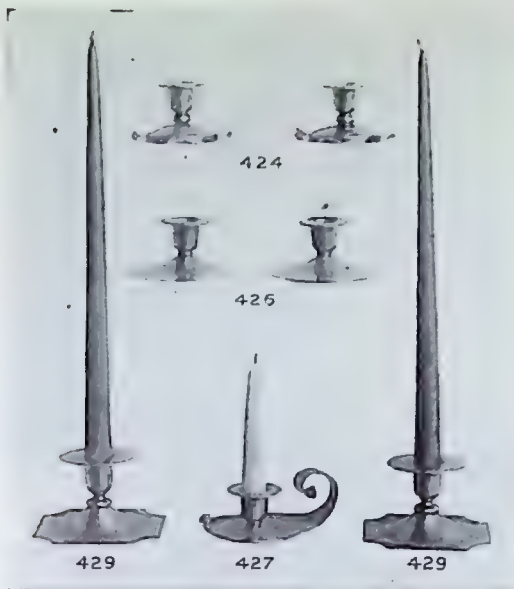
308



Bookends

- 329 Bookends 4" high
- 330 Bookends 4 $\frac{3}{4}$ " high
- 334 Bookends 4" high
- 339 Bookends 3 $\frac{1}{4}$ " high
- 345 Bookends 5" high
- 358 Bookends 4" high
- 359 Bookends 4" high
- 360 Bookends 4" high
- 361 Bookends 4" high, Owl design
- 362 Bookends 4 $\frac{1}{2}$ " high, Tragedy and Comedy Masques
- 371 Bookends 4 $\frac{1}{2}$ " high, Elephant design
- 372 Bookends 5" high, Copper onlays on Brass
- 373 Bookends 5" high, Copper on Nickel Silver
- 374 Bookends 5" high
- 375 Bookends 3 $\frac{1}{2}$ " high

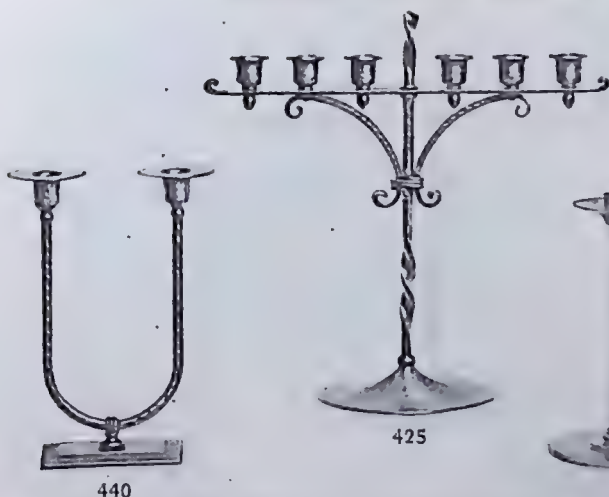




Candlesticks

- 424 Candlesticks $3\frac{1}{2}$ " diameter
- 425 Candelabrum 13" high
- 426 Candlesticks 4" diameter
- 427 Candlesticks $3\frac{1}{4}$ " diameter
- 429 Candlesticks 4" square

- 431 Candlestick $5\frac{1}{2}$ " long
- 433 Trindle 8" long
- 437 Two-Branch Candlestick 6" high
- 440 Two-Branch Candlestick 10" high
- 444 Candlestick $9\frac{1}{4}$ " high





434



439



443



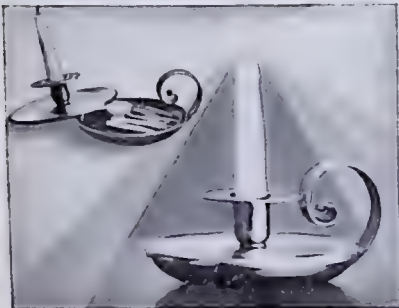
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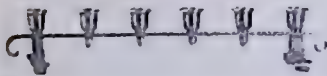
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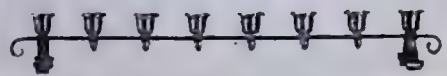
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435

Candlesticks

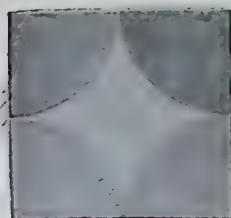
- 403 Candlestick 8" high
- 420 Candlestick 8" high
- 428 Candlestick 4" diameter
- 432 Two-Branch Candelabra 7½" long
- 434 Sconce 8" high
- 435 Sconce 8" high
- 436 Big Six 16" long
- 438 Straight Eight 21" long
- 439 Double Sconce 8" high
- 442 Mother Goose Candlestick
- 443 Candlestick



438



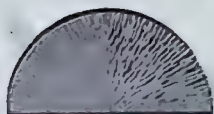
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530



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532



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531



533

Desk Accessories

530 Slip-on Blotter Corners 3 x 3 inches

531 Ink Pot 2 1/4" high x 3 1/2" diameter

532 Stationery Holder 3" high

533 Paper Knife 7 1/4" long

534 Pen Tray 7" long

535 Calendar 3 1/2" high

536 Roll Blotter 4 3/4" long

550 Slip-on Blotter Corners 3 x 3 inches

551 Ink Pot 2 1/4" high x 3 1/2" diameter

552 Stationery Holder 3" high

553 Paper Knife 7 1/4" long

554 Pen Tray 7" long

555 Calendar 3 1/2" high

556 Roll Blotter 4 3/4" long



551

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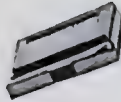
519



452



535



522



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543

Desk Accessories

504 Calendar 3½" high

508 Paper Knife 8½" long

516 Paper Knife 8" long

517 Paper Knife 8" long

518 Paper Knife 8" long

519 Calendar 3¼" high

522 Desk Calendar & Memo 3½" x 4"

524 Double Inkstand & Pen Tray 15" x 4"

535 Calendar 3½" high

543 Memo Pad

544 Paper Knife 8" long

545 Ink Pot 4½" square

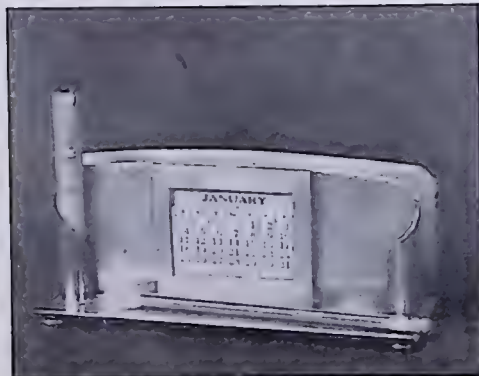
546 Paper Knife 8" long

557 Desk Block—combination calendar, pen & pencil tray, stationery holder for fountain pen

559 Combination Book Mark & Paper Knife 4" long



504



557



545



Smokers' Articles

- 617 Pipe Knecker 7" diameter
- 023 Ash Tray $4\frac{1}{4}$ " diameter
- 031 Ash Tray with glass liner 4" dia.
- 032 Match Holder $3\frac{1}{4}$ " high
- 035 Tobacco Bowl $4\frac{1}{2}$ " diameter
- 037 Ash Tray $2\frac{1}{2}$ " square
- 045 Ash Tray, Jade glass liner, $5\frac{1}{2}$ " dia.
- 040 Cigarette Holder & Ash Tray, $4\frac{1}{2}$ " diameter
- 047 Cigarette Holder & Match Box & Tray, $4\frac{1}{2}$ " diameter
- 048 Cigarette Holder
- 051 Ash Tray $4\frac{1}{2}$ " square
- 052 Match Box Holder and Tray, $4\frac{1}{2}$ " square
- 053 $4\frac{1}{2}$ " square
- 054 Cigarette and Match Box Holder and Tray $4\frac{1}{2}$ " square

- 055 Ash Bowl $3\frac{1}{2}$ " diameter
- 057 Ash Tray with glass liner, $4\frac{1}{4}$ " dia.
- 058 Ash Bowl $3\frac{1}{2}$ " diameter
- 059 Cigarette Case 3" x $3\frac{3}{4}$ "
- 060 Ash Tray 3" diameter
- 061 Cigarette Holder $2\frac{1}{2}$ " x 3"
- 062 Ash Tray $3\frac{1}{2}$ " diameter
- 063 Cigarette Pack Holder $4\frac{1}{2}$ " long
- 064 Arm Chair Ash Tray, Elephant design, $2\frac{3}{8}$ " diameter
- 065 Armchair Ash Tray, Cat design, $2\frac{3}{8}$ " diameter
- 066 Match Holder
- 067 Nested Ash Tray with Cover $3\frac{1}{4}$ " diameter.
- 068 Nested Ash Tray with cover $3\frac{1}{4}$ " diameter



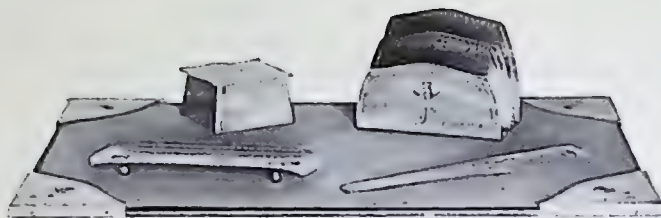
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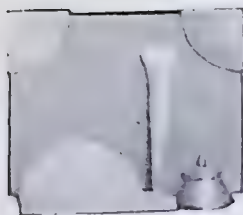
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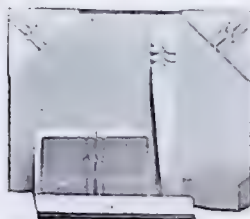
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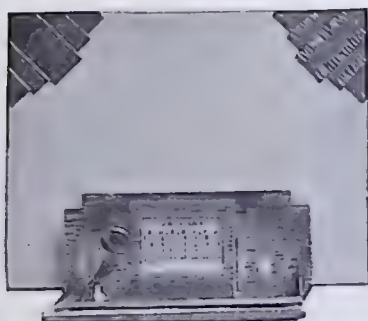
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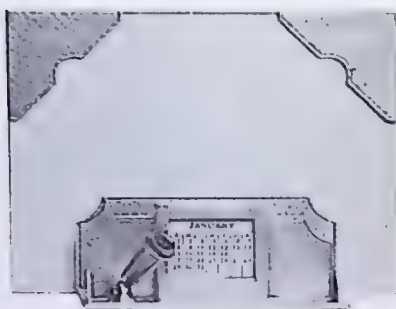
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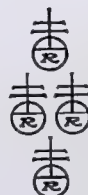
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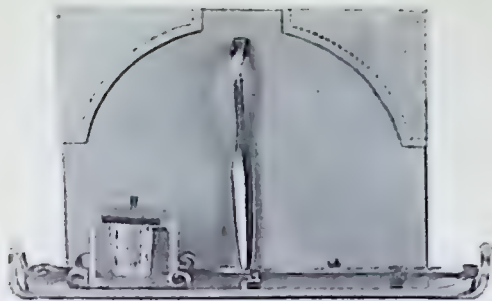


734

Desk Sets

- 718 Desk-Set Pad 14" x 21"
- 725 Desk-Set Pad (Silver) 14" x 21"
- 730 Desk-Set Pad (Silver) 14" x 21"
- 732 Desk-Set with pen holder, pad, 14" x 21"
- 734 Desk-Set with pen holder, pad, 14" x 21"

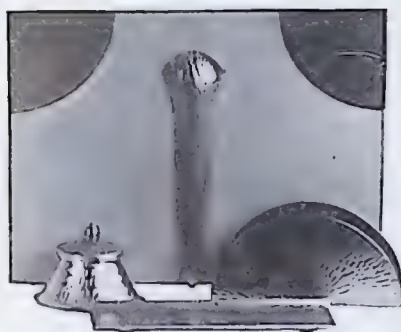




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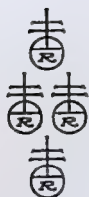
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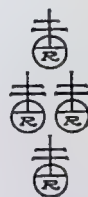
Desk Sets

710 Desk-Set pad 19" x 24"

722 Desk-Set pad 14" x 21"

725 Desk-Set (Copper) 14" x 21"

727 Desk-Set pad 14" x 21"





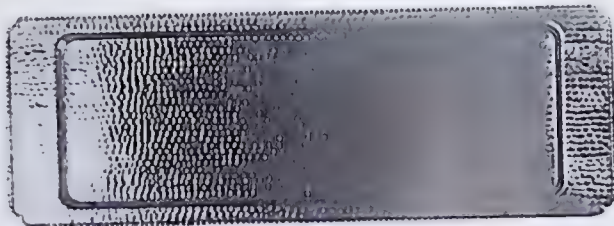
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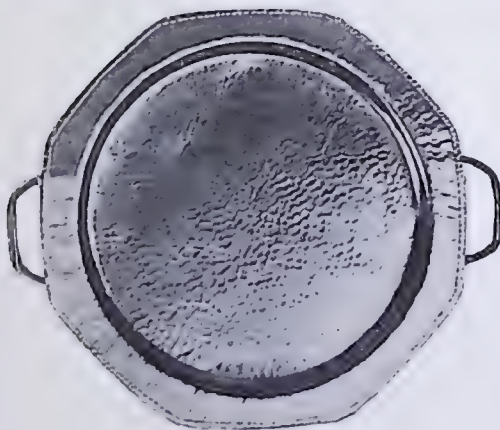
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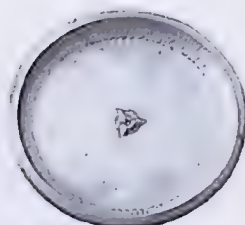
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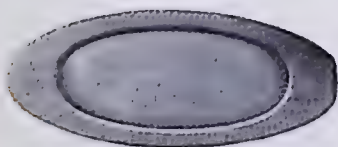
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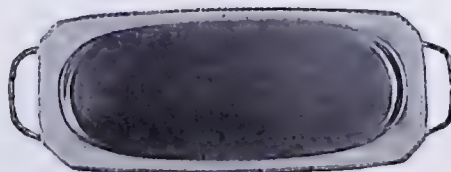
804



804



833



825

Trays and Bowls

804 Shallow Fruit Bowl $8\frac{1}{2}$ " diameter

815 Serving Tray 22" long

816 Tea Bell $2\frac{3}{4}$ " high

824 Serving Tray 16" diameter

825 Cream and Sugar Tray 15" long

830 Serving Tray $19\frac{1}{2}$ " long

832 Tray $8\frac{1}{4}$ " long

833 Tray $11\frac{1}{2}$ " long



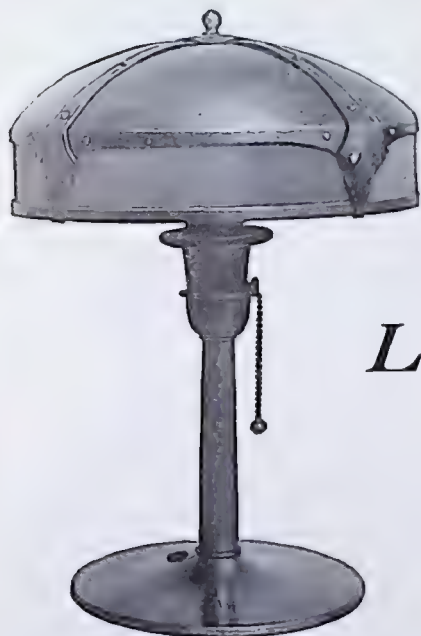
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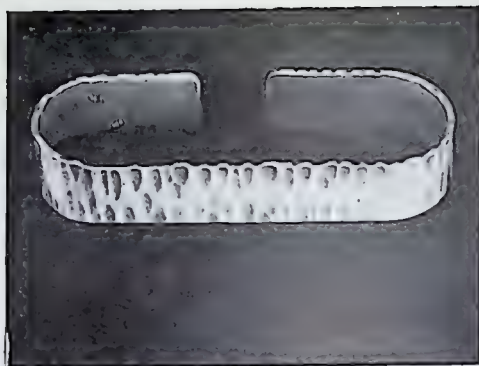
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906

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|-----|--|
| 902 | Lamp Shade of Copper and tortoise 15" high |
| 906 | Lamp, Copper shade 13" high |
| 911 | Lamp, Steuben brown Aurene shade, 16" high |
| 920 | Lamp, real vellum shade 10½", 15" high |
| 921 | Lamp, real vellum shade 13", 16" high |
| 922 | Lamp, real vellum shade 13", 20" high |



835



1115



1121



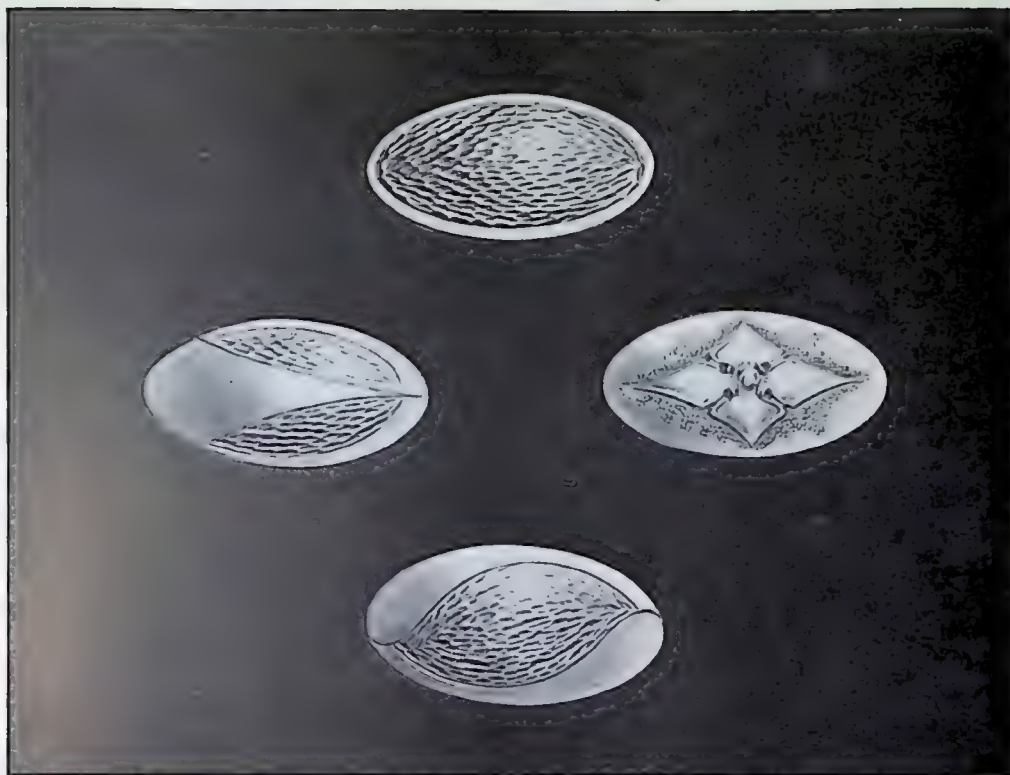
1113



Miscellaneous

835	Napkin Ring	\$ 1.00
1113	Incense Burner	4.00
1115	Incense Burner	1.20
1121	Door Knocker	3.50
	Elbert Hubbard's paper knife	2.00
	Garden Lanterns	12.50

Roycroft Handwrought Sterling Silver Pins



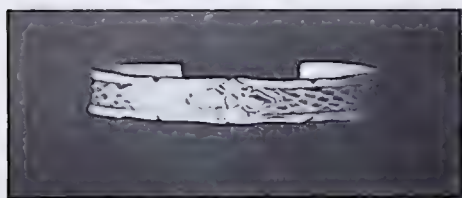
Top 2308
\$3.50

Left 2310
\$3.50

Right 2311
\$5.00

Bottom 2309
\$3.50

Roycroft Sterling Silver Bracelets



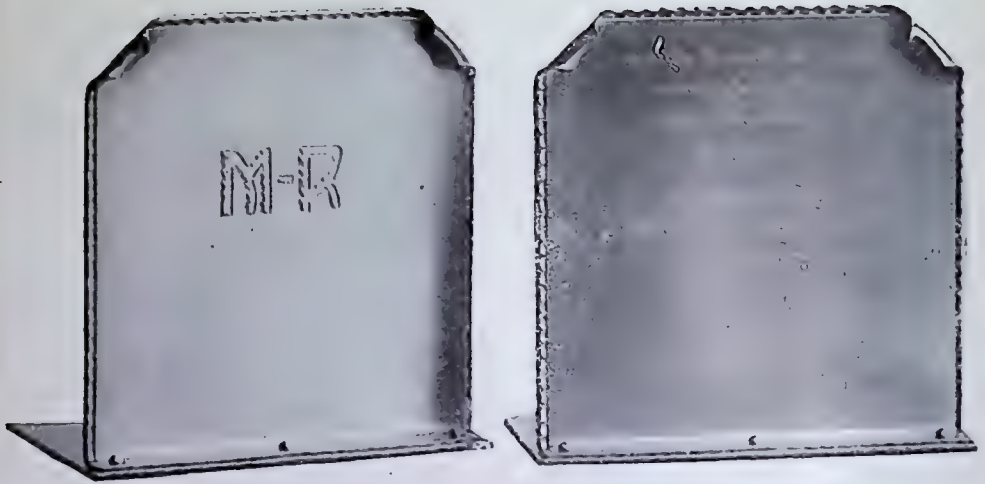
2100
\$5.00



2007
\$1.50 each

Roycroft Sheffield Sterling Silver on Copper

*Any of our copper objects supplied in above finish at an additional
cost of fifty per cent to price*



BEAUTIFUL—APPROPRIATE—USEFUL BOOKENDS MADE FROM WEDDING
INVITATION OR ANNOUNCEMENT PLATES

What Roycroft Copper Craftsmen Can Do With— *Wedding Invitation & Announcement* *Plates*—

THE ROYCROFTERS will take the engraved copper plates bearing your wedding announcement and wedding invitations and make therefrom a pair of bookends—unique and unusual as well as a lasting record of your nuptials.

If you have but one plate—either invitation or announcement—the pair of bookends will be completed either by a plain one or by one bearing your monogram. Or, if you prefer to have us make your wedding invitation or announcement plate into a tray or ashtray—or have some other design in mind we will gladly meet your requirements and quote you prices. Hand-tooled border design. Copper-brown or Old English brass finish—whichever you specify.

If plates are sent to us two weeks ahead we can return them in time for the wedding.

Send in your plates and let us show you what we can do

BEAUTIFUL BOOKS

and

PRINTING





ELBERT HUBBARD, II

Born Buffalo, New York, July 19, 1882



THE first bookbinders were silversmiths and goldsmiths. They made metal tubes as covers for the parchment scrolls. Later when manuscript was paged, the monks took in hand the task of illuminating and binding them in book form. Magnificent work was turned out from the monasteries. The bindings were half boards, metal clasps, with hinges of iron and inlaid with ivory and enamels. Naturally these volumes were very expensive and could only be possessed by the wealthiest people.

The introduction of printing and the printing press revolutionized bookbinding and leather formed the binding material of nearly all books. Cover decorations evolved and designs created according to the fertility of the mind of the designer and the prevailing tastes of the times. Grolier, Roger Payne, Nicolas Eve, Lee Gascon, Padloup and Derome left their mark on the art. These men from Italy, France and Great Britain are the acknowledged past masters of bookbinding. Specimens of their work being in art collections and museums—beautiful examples of the bookmaker's skill.

The styles of these master binders are followed by the present-day craftsmen, but others consider them out of sympathy with modern advancement and seek to produce other designs characteristic of the age in which we live. The Roycrofters are art binders whose work is pre-eminent in individuality and of super-excellent quality. Many Roycroft productions grace the collections of bibliophiles and are accepted in the bookbinding sections of museums. In this booklet you will find rare examples of Roycroft bookbinding, and these at prices which place them in the hands of the discriminating and discerning ones. The text matter bound by The Roycrofters is extra-choice, being either from the pen of Elbert Hubbard or selected from the Classics. Every book leaving The Roycroft bindery is a choice volume—a book which you will be proud to possess and envied of.

HOLY BIBLE

... In Special Binding ...

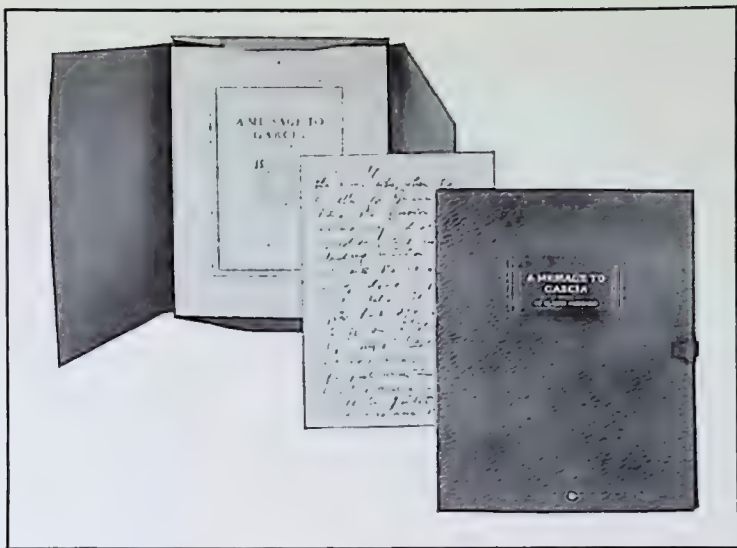
ALMOST every home possesses a HOLY BIBLE which has a special intimate value, aside from its contents, to the individual or family.

It may be THE BOOK is a presentation volume, given to you to mark a special occasion.

Or it may be an heirloom, a BIBLE belonging to a loved one and carrying sentimental value which no one but you can appraise.

The Roycrofters take such precious books and treat them lovingly giving them a dignified and lasting dress and renewing your delight in them. We will welcome your enquiries and give you estimates very gladly.

Address Special Binding Department
The Roycrofters • East Aurora, N. Y.



FOR many years the manuscript of *A Message to Garcia* was apparently gone. Then, one day, it was discovered in the archives of the Buffalo Public Library where it had been deposited as a gift to that institution by Elbert Hubbard. Through the courtesy of Mr. Brown, the Chief Librarian, we have been permitted to reproduce this precious manuscript. It has been a labor of love. We have put into its reproduction true Roycroft spirit and skill. We have tried to make it a worthy memorial to our beloved Founder. And it is our purpose to place this beautiful Portfolio in possession of a chosen few who loved Elbert Hubbard as we do and who will treasure his greatest Preachment—in facsimile of his own handwriting. There are twenty pages of the Message in Elbert Hubbard's own handwriting, a characteristic letter from Elbert Hubbard to Mr. Brown asking his acceptance of the manuscript for the Buffalo Public Library, a special Photogravure of Elbert Hubbard from a study by Jerome Connors, a foreword by Elbert Hubbard II, a number page, a colophon, and a title page as follows:

"A Message to Garcia" by Elbert Hubbard, being a faithful reproduction of his original manuscript done into a Portfolio by The Roycrofters at their Shops in East Aurora.

The size of the page is nine inches by twelve inches, carrying a plate marked manuscript page measuring five and a half by eight and a half inches—an exact replica in size, color and text of the original manuscript.

The Portfolio is full Morocco, turned edge, semi-flexible, leather lined—a regal, Roycroftie creation. It is fastened at the front edge with a button snap. The title—"A Message to Garcia by ELBERT HUBBARD," is stamped in gold. This Portfolio Edition of *A Message to Garcia* is limited to 495 copies—all numbered and signed by Elbert Hubbard II. **The price is Twenty-five Dollars.**

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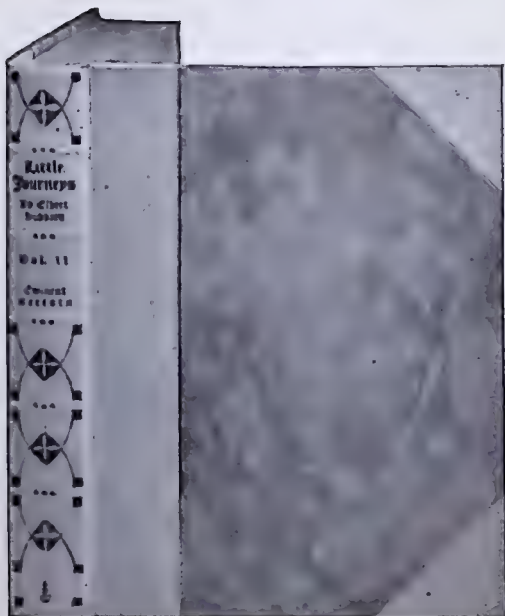
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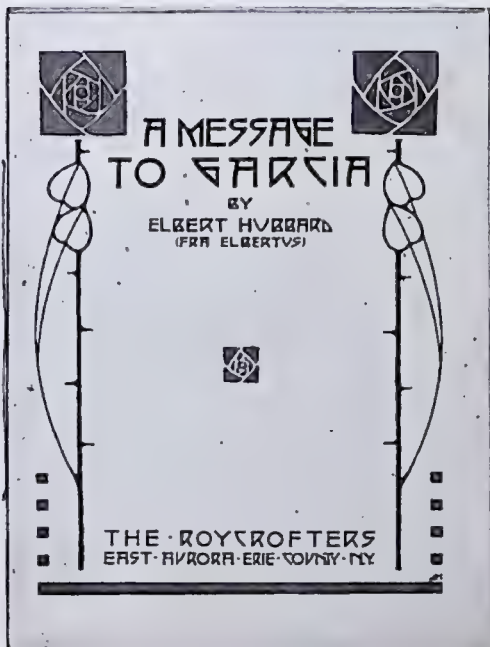
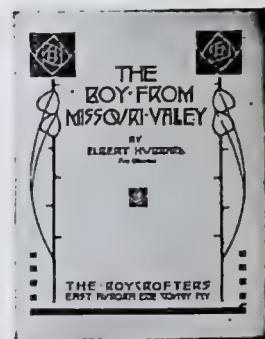
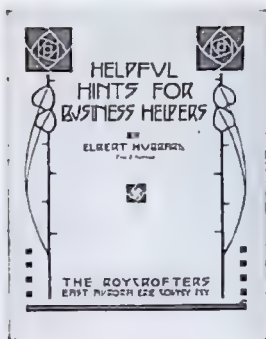
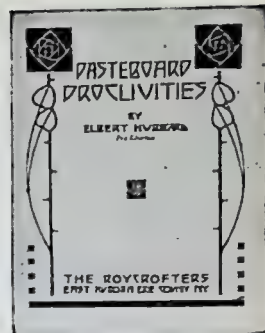
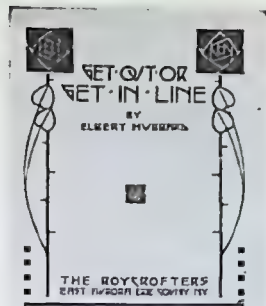
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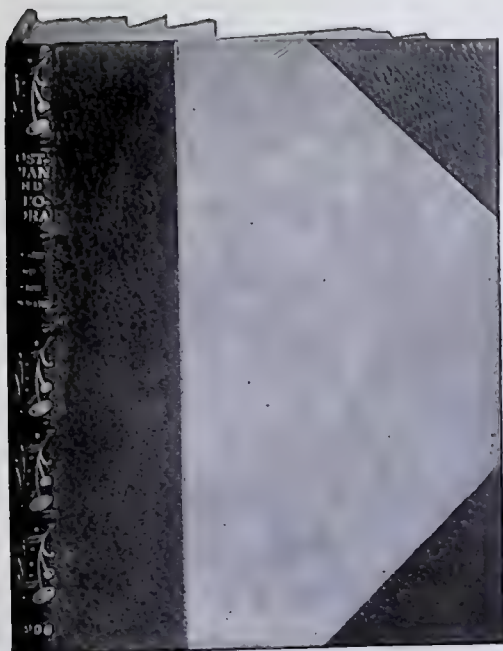
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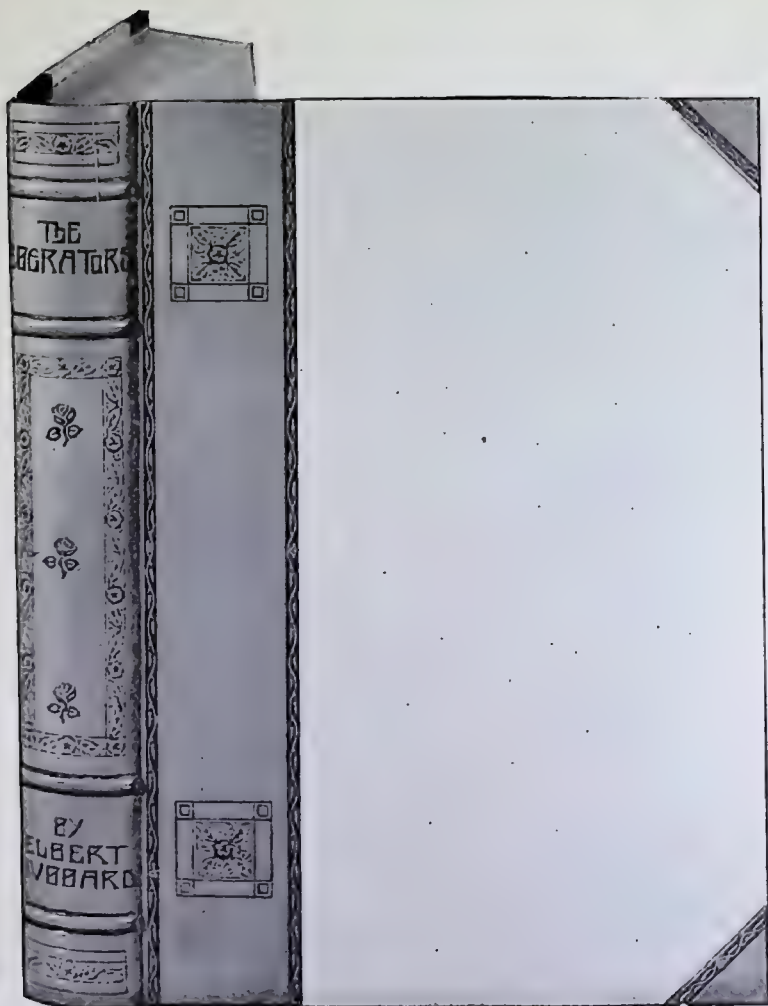
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The Liberators reveals the art and the heart of that Master Mind. It is representative of the man—helpful, inspiring, full of vital truth—the serious, philosophic, religious aspect of that exuberant, fun-loving, big-hearted man who has been aptly called “The Play-Boy of East Aurora.”

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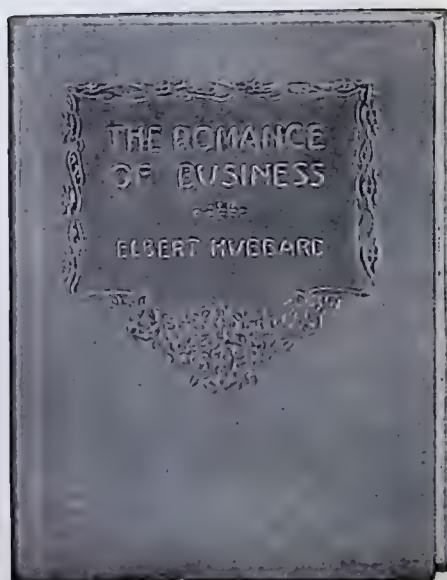
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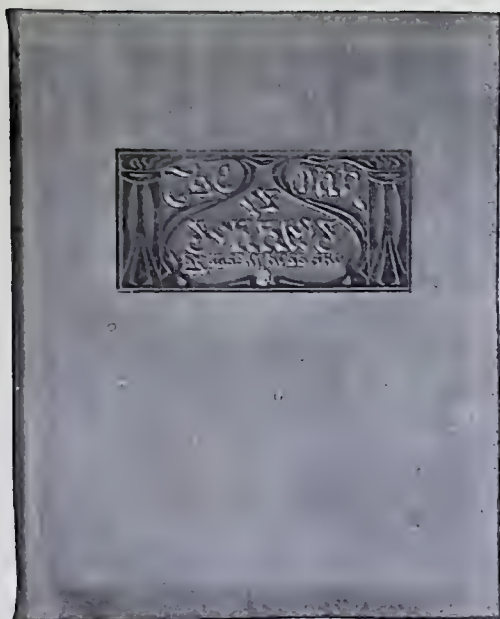


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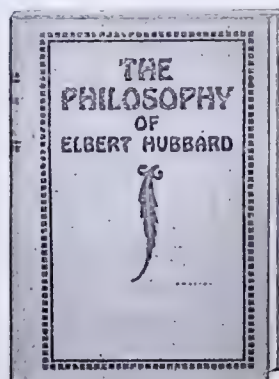


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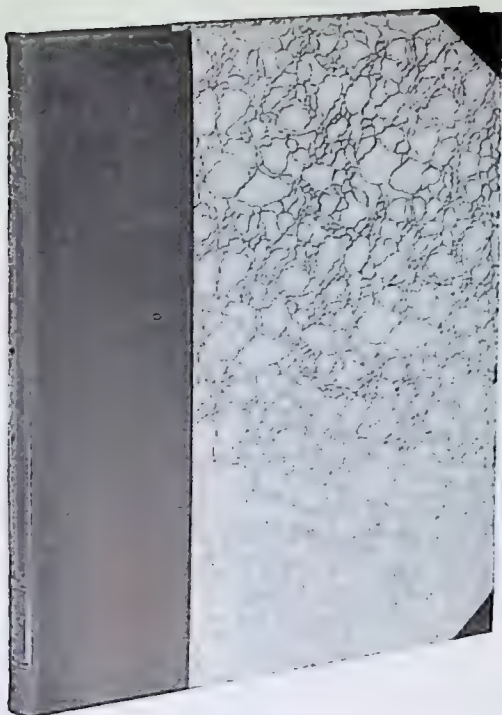


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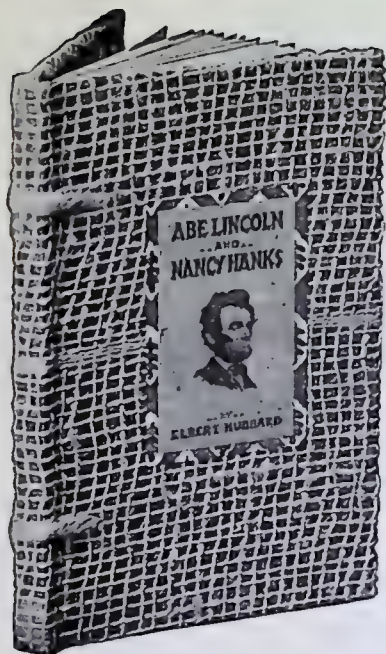
By Elbert Hubbard—hand-made paper, illustrations, bound in three-quarters leather. The frontispiece is an engraved plate from the famous painting of the subject by Sandor Landeau. Three etchings in old wood-cut effect and two cartoons in color, by Denslow, entitled "Ali Baba in Original Binding," and "Ali Baba in Full Levant" \$3.00



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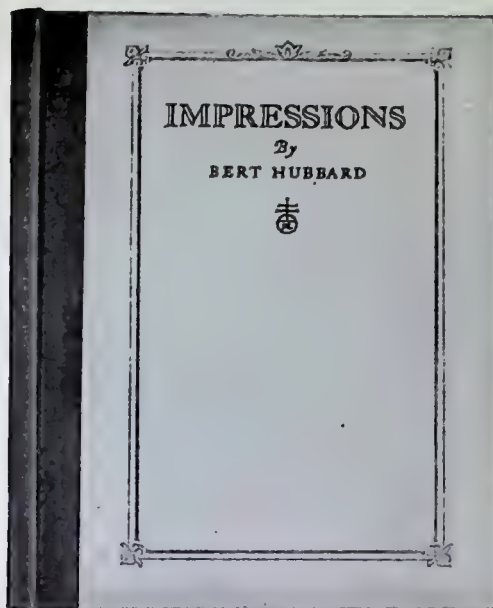
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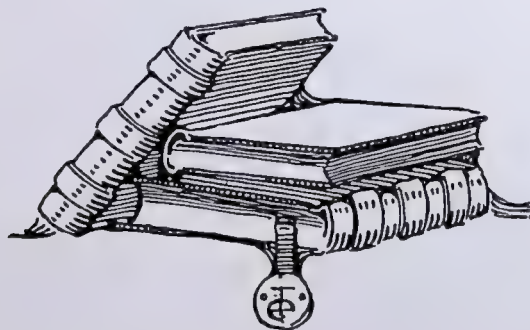
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A book which will hold secret all the valuable data — records — travelog — marriages — deaths — births — christenings and the thousand and one intimate, precious and valuable items you treasure.

The loose-leaf construction has been followed and between each leaf a stout stub has been inserted to allow for further pages to be added. The capacity of *The Archives* is limited only by the length of the leathern thong tie, and even that can be easily renewed.

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A MESSAGE TO GARCIA

Some seek greatness, some acquire it, and some have greatness thrust upon them.

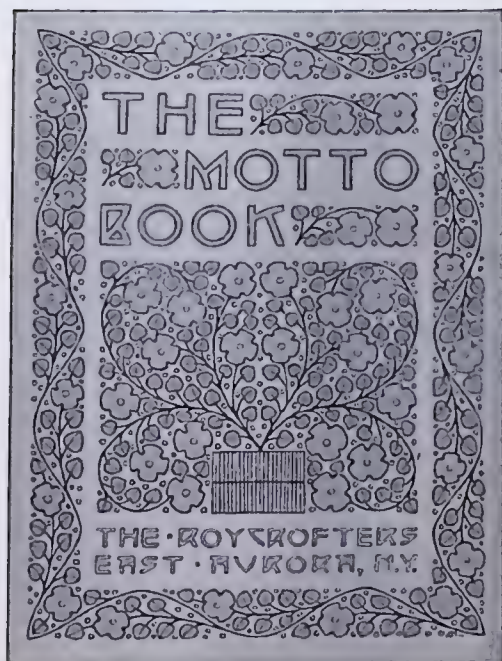
When Major Rowan took his message and delivered it he was not disturbed by his sense of greatness. He did the natural and simple thing.

When Elbert Hubbard saw this simple greatness and set it down in unfading ink, he was not disturbed.

Lo! In a day the land was alive with the thrill of that man's deed and this man's thought.

If you don't know the Message to Garcia, you must. So must your friend. A new crop of young folks who need the Message is constantly coming on.

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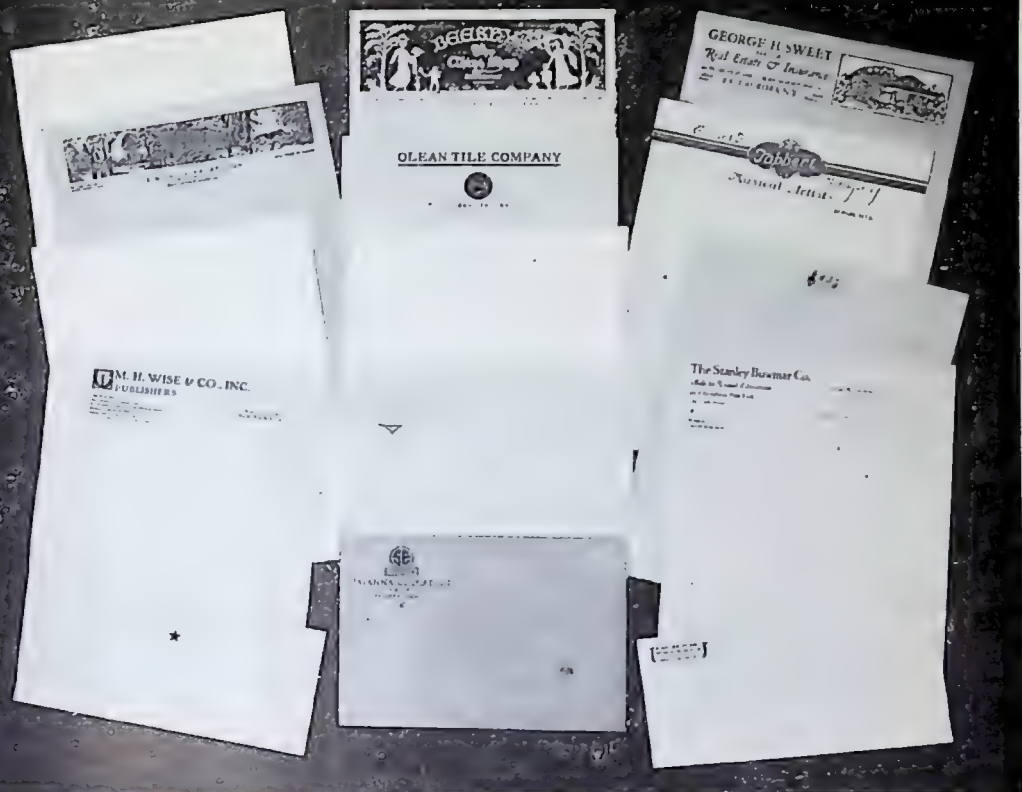


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CATALOGS have ceased to be mere reference-books. The modern catalog is a genuine sales-representative, from the time it slips out of the envelope to make its first impression until it actually closes up "business" and gets signatures to real purchase orders. And it ought to be equally good at both presentation and persuasion. The character of Roycroft catalogs—different and distinctively so from any books published in America—

has brought to us printing contracts from dozens of concerns who appreciate that character and personality are as potent factors in building sales literature as in building a sales-force.

To lift your catalog out of the commonplace must necessarily mean having it built by The Roycrofters. ¶ A Roycroft "Business Catalog" has often solved a sales-problem over night and turned a red ledger-balance black in a fortnight.



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LETTERHEADS are business representatives.

Are you proud of yours? Are they artistic and at the same time businesslike, important looking? A well-executed letterhead puts the reader in a favorable mood for the letter to follow. It is the outward and visible sign of worthiness.

The Roycrofters design letterheads. Their ideas produce an impression of personality plus; nevertheless the importance of harmonious treatment is not lost sight of. The paper they select is suited to the ink and

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And as in business activities so in social amenities correct and proper *Stationery* indicates and emphasizes dignity and aids expression.

The Roycrofters supply *Stationery* that is superior. Much of it is imported stock and in an array of tints and colors which lends itself to the taste of and particular use of every individual.



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One thousand " " " " "	15

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THE ROYCROFTERS
ROYCROFT-TOWN EAST AURORA NEW YORK



A LITTLE BROWN JUG

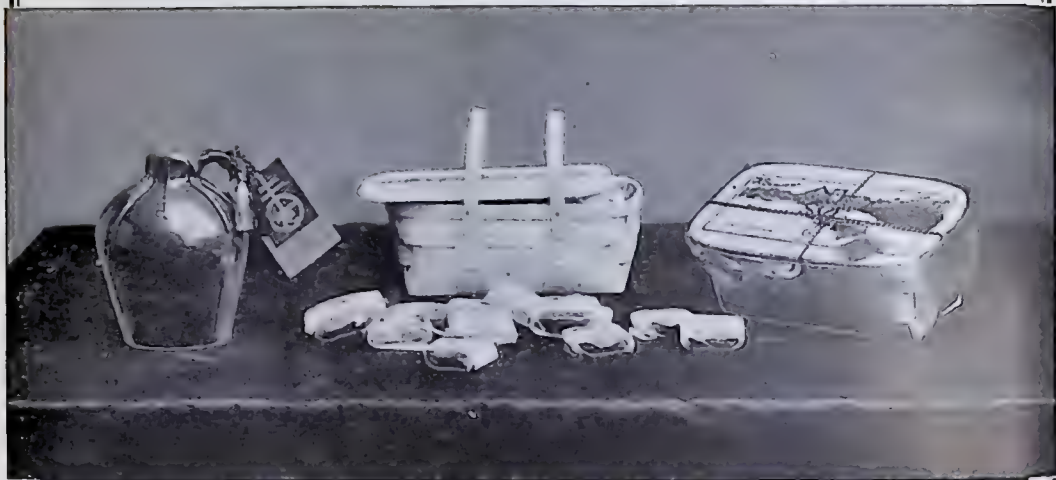
*Quaintly fashioned and filled with 16 ounces of Pure Roycroft Maple Syrup
An attractive Orange Card-board Carton supplied without charge*

\$1.35 Postage Paid

The JUGS are hermetically sealed with bright red sealing wax. An orange card, fastened to the JUG with orange and black silken cords and tassels bears the Roycroft Trade-Mark symbolizing quality. Each JUG is wrapped in an orange card-board carton and is supplied without extra charge to dealers.

A DE LUXE PACKAGE

of Maple Syrup Goodness



The De Luxe Junior Market Basket

filled with two dozen ROYCROFT MAPLE PECAN PATTIES. This delicious candy is made in the White Kitchen of The Roycroft Inn, from an old-time recipe. A confection of rich Maple Syrup and butter, generously intermingled with choicest Pecans.

\$1.75 postage paid

A LITTLE BROWN JUG

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Maple Syrup is delicious with waffles, old fashioned pancakes or hot biscuits.

And did you ever try a little of it on your bacon?? It's Good!!

\$1.35 postage paid



THE ROYCROFT INN

Where Hospitality Sits With Gladness

FOUNDED by ELBERT HUBBARD twenty-nine years ago, *The Roycroft Inn* has welcomed pilgrims from all parts of the world. Many there be who make an annual little journey to the home of the Roycrofters and enjoy a restful, recreative holiday at the *Inn*. ¶ To our friends *The Roycroft Inn* stands for hospitality and good cheer. Its quiet and homelike atmosphere, together with the cuisine which is excellent, and the congenial company, makes a stay at the *Inn* an unforgettable experience and a delightful holiday. ¶ When arranging your vacation or anticipating a week-end trip, put East Aurora in your itinerary. Courtesy, hospitality, and the best of goodwill will smile you a welcome and continue while you stay. Come for a meal, a day, a week-end, or a more extended vacation. It is only a twenty-mile drive from Buffalo.

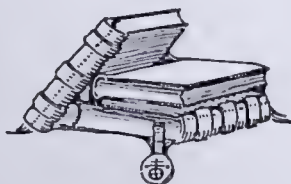
GOLF : TENNIS : HIKES — *Illustrated Inn Booklet and rates on request*

THE ROYCROFT INN

East Aurora :- *Roycroft-Town* :- New York

ROYCROFT Book Hospital

Sick books restored and made whole again; precious MSS. bound artfully and sturdily; valuable papers and memoranda made handy, available and secure in bindings of buckram, leather or boards. A staff of experts does the work in true roycroftie fashion. Describe the symptoms and they will prescribe. And that cheerfully and without cost to you



THE ROYCROFTERS
ROYCROFT-TOWN, EAST AURORA, NEW YORK



*Fifteen men on a dead man's chest,
Yo ho, ho, ho and a bottle o' rum!*

\$185.00



HIS old chest was carved by a true craftsman---
Loyal Roycrofter Charles W. Hall, in the little
workshop studio at Roycroft.

He has carved many such chests---and in various designs---conventional and modernistic, rational and irrational! --- but they are all good, and all are for sale. ☹ If you like he will take that old chest you have in the attic---or that old table or chair and enhance its beauty and value by his handiwork.

Incidentally he has many ideas and designs regarding mantelpieces, plaques and home decoration in wood. Enquiries will be welcomed to the end that we may serve you.

Other chests in prices ranging between \$150 and \$300.

F. O. B. East Aurora, N. Y.

Roycroft Mottoes to Frame

These mottoes have been printed on hand-made paper in two colors, and some are hand-illuminated. Order several, frame them and hang them in your office or home where they will do you good!

In Oak Frames $10\frac{1}{4} \times 15\frac{1}{4}$ \$3.50

¶ Applaud us when we run, console us when we fall, cheer us when we recover, but for God's sake, let us pass on!

¶ Failure is only for those who think failure!

¶ Fences are only for those who can not fly.

¶ To escape criticism: Do nothing, say nothing, be nothing.

¶ Suppose you Be, not merely Seem.

¶ Recipe for having friends: Be one!

¶ There is so much good in the worst of us, and so much bad in the best of us, that it behooves all of us not to talk about the rest of us.

¶ They will talk anyway.

¶ Responsibilities gravitate to the person who can shoulder them; power flows to the man who knows how.

¶ Build strong.

¶ Never explain—your friends do not need it and your enemies will not believe you anyway.



See The Motto-Book for a complete list

ROYCROFT

Christmas Greeting Cards—

CHRISTMAS CARD PRICES



Cost of Cards WITHOUT
Imprinting  

Seven Cards..... \$1.00

Fifteen Cards..... 2.00

Twenty-five Cards.... 3.00







Fifty Cards..... 5.50

Single Cards \$0.15.

Envelopes to match. Special
quotations for quantities.

*There will be an Additional
Charge for Imprinting Name
on Cards.*

Twenty-five Cards includ-
ing imprinting name (one
style only) \$4.00. Fifty
Cards including imprinting
name (two styles only) \$6.50
One Hundred Cards includ-
ing imprinting name (three
styles only) \$12.00.

Designed by artist
craftsmen and
beautifully printed
in pastel shades of
special water color
inks on four side
deckle edge Hol-
land hand-made
stock. All cards are
uniform in size  
4 x 6 $\frac{1}{4}$ a correct
and voguish dimen-
sion. The messages
are wide in their
scope and applica-
tion — and all are
cheerie    

—  Send for illustrated folder  —

The Roycrofters

Roycroft-Town, EAST AURORA, N. Y.

*The book that has been
long awaited by Thousands*

THE
ELBERT
HUBBARD
I KNEW

*An intimate Biography
from the Heart and Pen of his Sister*
MARY HUBBARD HEATH

*Now on the Roycroft Press! Advance
orders now being taken!*

Two hundred pages of intensely
interesting text and illustrations
(many of them rare personal
portrait reproductions) that
make an illuminating and valu-
able addition to Hubbard
memorabilia

*The book will be a gem of typography and bookbinding
Get a copy of this FIRST EDITION. Order NOW!*

Price \$3.00

THE ROYCROFTERS
EAST AURORA, *Roycroft-Town*, N. Y.

A Big Dollar's Worth

YOU MAY HAVE YOUR CHOICE OF ONE OF
THESE BOOKS WITH A YEAR'S SUBSCRIPTION
TO THE ROYCROFTER FOR ONE (\$1.00) DOLLAR

WHERE LOVE IS—By Elbert Hubbard, bound in leather, and a year's subscription to THE ROYCROFTER \$1.00

COMPENSATION—By Ralph Waldo Emerson, board binding, and a year's subscription to THE ROYCROFTER \$1.00

SELF-RELIANCE—By Ralph Waldo Emerson, board binding, and a year's subscription to THE ROYCROFTER \$1.00

THE SERMON ON THE MOUNT—And a year's subscription to THE ROYCROFTER \$1.00

ONE VOLUME OF DROLL STORIES—By Elbert Hubbard, and a year's subscription to THE ROYCROFTER \$1.00

THE SILVER ARROW—Bound in semi-flexible leather, and a year's subscription to THE ROYCROFTER \$1.00

THE RUBAIYAT—By Omar Khayyam, and a year's subscription to THE ROYCROFTER \$1.00

A MESSAGE TO GARCIA—By Elbert Hubbard, and a year's subscription to THE ROYCROFTER \$1.00

TWO MOTTOES—Printed on handmade paper, 11¼" x 15¼", and a year's subscription to THE ROYCROFTER \$1.00

THE STORY OF A PASSION—By Irving Bacheller, and a year's subscription to THE ROYCROFTER \$1.00

ONE DAY—By Elbert Hubbard, and a year's subscription to THE ROYCROFTER \$1.00

THE MOTTO BOOK—By Elbert Hubbard, and a year's subscription to THE ROYCROFTER \$1.00

SIX BUSINESS BOOKLETS—By Elbert Hubbard, and a year's subscription to THE ROYCROFTER \$1.00

HISTORY OF THE ROYCROFT SHOPS—By Elbert Hubbard, and a year's subscription to THE ROYCROFTER \$1.00

THE ROYCROFTERS, EAST AURORA, N. Y.

Enclosed find one dollar. Kindly send me the book I have checked and enter my subscription to THE ROYCROFTER for one year.

Name.....

Street.....

City and State.....

BUMPSIES

THE GOLF-BALL-KIDS

By
Valrie McMahan



This is the very attractive cover design created by Valrie McMahan and it will be reproduced for the book in full color.

THE ROYCROFTERS

EAST AURORA,

NEW YORK

BUMPSIES—

The Golf Ball Kids and Little Caddie

BY VALRIE MCMAHAN

A FASCINATING story for the Kiddies. ☞ Tells the story of Freckles—the caddie—an orphan boy and how the good fairy and the Golf Ball Kids helped him to overcome his faults and become a fine, manly fellow whom everybody loved and respected.

It is full of the incident and action so dear to the youngsters—a dropped pocket-book and its restoration to the owner after a fight with a bad boy—the reward which followed—a wonderful Christmas tree—a party with the Moon, Good Fairy and the Bumpsies — the friendship between Freckles and Teddy—and many other happenings all whimsically told and illustrated in either full color or in black and white by the gifted author.

☞ Beautiful typography and typical Roycroft binding. The price is \$3.00

THE ROYCROFTERS, East Aurora, N. Y.

ROYCROFT PRINTING

THE first Roycroft Shop was a Print Shop, and for thirty years The Roycrofters have been printers first and other things afterwards.

From a little shack and a hand press manned by Elbert Hubbard and a boy to a splendid three-story stone building and a battery of the finest presses and equipment that money can buy, is in itself an achievement.

At first, The Roycrofters printed only their own books, and they printed these so well that folks with books and catalogues to be printed began to come to us for help, and so the Department of Printing Service was formed.

The Roycrofters do not compete with your local printer any more than the architect competes with the village carpenter. In fact, some of our best orders are sent by small printers who have bitten off more than they can chew or who realizing their own limitations have referred their customers direct to us.

You can print any kind of ink on most any kind of paper, bind it in most any sort of way and call it a catalogue, but it may not sell your product.

The making of a good catalogue is the work of specialists. Catalogues printed by The Roycrofters are conceived and produced by specialists who have made printing and catalogue building their life work. Working from your data and rough outlines, they will write your copy, plan and print a catalogue in the way best suited to meet your particular problem.

If you like, they will even address the envelopes and mail the catalogues.

Besides catalogues, The Roycrofters print booklets, special editions, memorial tributes, school diplomas—anything where the services of the printer-artist are required.

You will never know the value of Roycroft services and Roycroft printing until you try them.



ROYCROFT PRINT SHOP

East Aurora

Roycroft-Town

New York

ROYCROFT

Extra Binding Department

HERE in this quiet corner THE ROYCROFTERS are keeping alive the ancient craft of de luxe bookbinding. ¶ Those Master Bookmakers, Aldus, Etienne, Grolier, Tory, The Elzevirs, Plantin, Baskerville, Morris, Cobden Sanderson and Emery Walker are an inspiration to us.

Many of our bindings emulate the qualities of the work of these wonderful binders.

We have produced examples of sixteenth and seventeenth century designs that have made their place among the finest books. And these, together with modern ideas in our own designs and motifs are acknowledged by bibliophiles as superlative in beauty and craftsmanship. ¶ This appreciation of and desire for fine bindings is a cultivated thing and there is a growing disposition by lovers of this work to have it done at Roycroft.

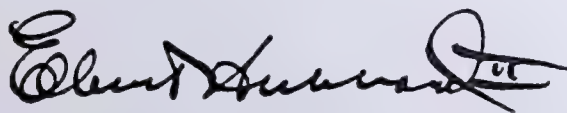
*We take a delight in our work. And we invite
your interest and enquiries assuring you of our
best endeavor to serve*

THE ROYCROFTERS · East Aurora, N.Y.

I pledge you my personal word—you
will be more than pleased with Roycroft
Books and Hand-Made Things ♪ ♪



¶ There is a distinctive quality about things
made by hand and into which sentiment has
been woven. ¶ Quantity production is not our
aim—rather we would make fewer and better
things. Our product is the combination of the
three H's—head, heart and hand. ¶ You must
be pleased and satisfied with your Roycroft
purchases: if not, you may have your money
back on request—spot! I want you to feel
that my personal guarantee is back of
everything we make at
The Roycroft Shops



President, The Roycrofters



Note: All retail prices include postage
or expressage. Address all orders
and correspondence to

THE ROYCROFTERS

East Aurora

Roycroft-Town

New York

PRICE LIST

<i>Stock No.</i>	<i>Article</i>	<i>Retail Price</i>
108	FLOWER-HOLDER, 8" high.....	\$ 2.40
111	FLOWER-HOLDER, 6" high.....	1.60
112	FLOWER-HOLDER, 6" high.....	1.50
205	VASE, 6" high.....	5.50
215	BOWL, 4" diameter.....	3.00
216	BOWL, 6" diameter.....	5.50
217	BOWL, 7" diameter.....	4.00
218	VASE, 5½" high.....	5.00
220	VASE, 4½" high.....	4.00
221	VASE, 4½" high.....	4.00
222	VASE, 4¾" high.....	5.50
234	VASE, 9½" high.....	11.00
236	VASE, 5" high.....	5.00
237	BOWL, 4" diameter.....	3.50
240	BOWL, 11" diameter.....	11.00
241	VASE, 15" high.....	25.00
243	BOWL, 5" diameter.....	5.50
246	VASE, 4½" high.....	4.00
248	VASE, 6¼" high.....	6.50
250	BOWL, 6" diameter.....	4.00
253	BOWL.....	10.00
301	BOOKENDS, 5" high.....	4.00
307	BOOKENDS, 4" high.....	5.00
308	BOOKENDS, 5" high.....	4.00
320	BOOKENDS, 4¾" high.....	5.00
329	BOOKENDS, 5" high.....	4.00
330	BOOKENDS, 3¼" high.....	2.00
334	BOOKENDS, 4" high.....	2.50
339	BOOKENDS, 3¼" high.....	2.20
345	BOOKENDS, 5" high.....	5.50
346	BOOKENDS, 5" high.....	7.00
347	BOOKENDS, 5" high.....	6.00
352	BOOKENDS, 5" high.....	5.50
353	BOOKENDS, 5" high.....	4.00
354	BOOKENDS, 4" high.....	2.20
355	BOOKENDS, 5" high.....	4.00
356	BOOKENDS, 5" high.....	5.00
357	BOOKENDS, 5" high.....	4.50
358	BOOKENDS, 4" high.....	2.20
359	BOOKENDS, 4" high.....	2.20
360	BOOKENDS, 4" high.....	2.50

<i>Stock No.</i>	<i>Article</i>	<i>Retail Price</i>
361	BOOKENDS, Owl design, 4½" high	5.00
362	BOOKENDS, Tragedy and Comedy Masques, 4½" high	6.00
366	BOOKENDS, 4" high	7.50
367	BOOKENDS, 4" high	10.00
368	BOOKENDS, 3½" high	7.50
369	BOOKENDS, 4" high	12.50
370	BOOKENDS, 4" high	7.50
371	BOOKENDS, Elephant design, 4½" high	5.00
372	BOOKENDS, Copper onlays on brass, 5" high	7.50
373	BOOKENDS, Copper onlays on nickle silver, 5" high	9.00
374	BOOKENDS, 5" high	3.50
375	BOOKENDS, 3½" high	5.00
403	CANDLESTICKS, 8" high, pair	5.50
420	CANDLESTICKS, 8" high, pair	5.50
424	CANDLESTICKS, 3½" diameter, pair	4.00
425	CANDELABRUM, 13" high, each	25.00
426	CANDLESTICKS, 4" diameter, pair	4.50
427	CANDLESTICKS, 3¼" diameter, pair	6.00
428	CANDLESTICKS, 4" diameter, pair	6.50
429	CANDLESTICKS, 4" square, pair	5.00
431	CANDLESTICKS, 5½" long, pair	6.00
432	TWO-BRANCH CANDELABRA, 7½" long, pair	12.50
433	TRINDLE, 8" long, each	6.00
434	SCONCE, 8" high	3.50
435	SCONCE, 8" high	5.00
436	BIG SIX, 16" long, each	10.00
437	TWO-BRANCH CANDLESTICK, 6" high, pair	17.50
438	STRAIGHT EIGHT, 21" long, each	12.50
439	DOUBLE SCONCE, 8" high	7.50
440	TWO-BRANCH CANDLESTICK, 10" high, pair	18.00
442	MOTHER GOOSE CANDLESTICK	5.00
443	CANDLESTICKS, each	2.50
444	CANDLESTICKS, 9¼" high, pair	10.00
504	CALENDAR, 3½" high	1.50
508	PAPER KNIFE, 8½" long60
516	PAPER KNIFE, 8" long	1.40
517	PAPER KNIFE, 8" long	1.80
518	PAPER KNIFE, 8" long	1.40
519	CALENDAR, 3¼" high	1.70
522	DESK CALENDAR AND MEMO PAD, 3½" x 4"	3.00
524	DOUBLE INKSTAND AND PEN TRAY, 15" x 4"	10.00
530	SLIP-ON BLOTTER CORNERS, 3" x 3"	5.00

<i>Stock No.</i>	<i>Article</i>	<i>Retail Price</i>
531	INK POT, 2 $\frac{1}{4}$ " high x 3 $\frac{1}{2}$ " diameter	3.50
532	STATIONERY HOLDER, 3" high	2.60
533	PAPER KNIFE, 7 $\frac{1}{4}$ " long	1.40
534	PEN TRAY, 7" long	2.50
535	CALENDAR, 3 $\frac{1}{2}$ " high	1.50
536	ROLL BLOTTER, 4 $\frac{3}{4}$ " long	1.70
542	INK POT, 5" diameter	5.00
543	MEMO PAD	3.00
544	PAPER KNIFE, 8" long	1.00
545	INK POT, 4 $\frac{1}{2}$ " square	5.50
546	PAPER KNIFE, 8" long	1.00
550	SLIP-ON BLOTTER CORNERS, 3" x 3"	5.00
551	INK POT, 2 $\frac{1}{4}$ " high x 3 $\frac{1}{2}$ " diameter	3.50
552	STATIONERY HOLDER, 3" high	2.60
553	PAPER KNIFE, 7 $\frac{1}{4}$ " long	1.40
554	PEN TRAY, 7" long	2.00
555	CALENDAR, 3 $\frac{1}{4}$ " high	1.50
556	ROLL BLOTTER, 4 $\frac{3}{4}$ " long	1.70
557	DESK BLOCK—Combination Calendar, Pen and Pencil Tray, Stationery Holder, Holder for Fountain Pen	7.50
559	COMBINATION BOOK MARK AND PAPER KNIFE50
617	PIPE KNOCKER, 7" diameter	4.00
623	ASH TRAY, 4 $\frac{1}{4}$ " diameter	2.00
631	ASH TRAY WITH GLASS LINER, 4" diameter	2.00
632	MATCH HOLDER, 3 $\frac{1}{4}$ " high	2.50
635	TOBACCO BOWL, 4 $\frac{1}{2}$ " diameter	8.00
637	ASH TRAY, 2 $\frac{1}{2}$ " square	1.00
645	ASH TRAY, JADE GLASS LINER, 5 $\frac{1}{2}$ " diameter	6.00
646	CIGARETTE HOLDER AND ASH TRAY, 4 $\frac{1}{2}$ " diameter	3.50
647	CIGARETTE HOLDER, MATCH BOX AND TRAY, 4 $\frac{1}{2}$ " diameter	4.50
648	CIGARETTE HOLDER	2.00
651	ASH TRAY, 4 $\frac{1}{2}$ " square	2.00
652	MATCH BOX HOLDER AND TRAY, 4 $\frac{1}{2}$ " square	3.50
653	CIGARETTE HOLDER AND TRAY, 4 $\frac{1}{2}$ " square	4.00
654	CIGARETTE HOLDER, MATCH BOX AND TRAY, 4 $\frac{1}{2}$ " square	5.00
655	ASH BOWL, 3 $\frac{1}{2}$ " diameter	2.50
657	ASH TRAY WITH GLASS LINER, 4 $\frac{1}{4}$ " diameter	1.70
658	ASH BOWL, 3 $\frac{1}{2}$ " diameter	3.00
659	CIGARETTE CASE, 3" x 3 $\frac{1}{4}$ "	6.50
660	ASH TRAY, 3" diameter75

<i>Stock No.</i>	<i>Article</i>	<i>Retail Price</i>
661	CIGARETTE HOLDER, 2½" x 3"	2.50
662	ASH TRAY, 3½" diameter	1.00
663	CIGARETTE PACK HOLDER, 4½" long	10.00
664	ARMCHAIR ASH TRAY, Elephant design, 2¾" diameter	3.00
665	ARMCHAIR ASH TRAY, Cat design, 2¾" diameter	3.00
666	MATCH HOLDER	1.25
667	NESTED ASH TRAYS WITH COVER, 3¼" diameter	5.00
668	NESTED A H TRAYS WITH COVER, 3¼" diameter	5.00
718	DESK SET, PAD 14" x 21"	20.00
719	DESK SET, PAD 19" x 24"	22.00
722	DESK SET, PAD 14" x 21"	17.50
725	DESK SET, PAD 14" x 21"	15.00
727	DESK SET, PAD 14" x 21"	22.00
730	DESK SET, PAD 14" x 21"	22.00
732	DESK SET WITH PEN HOLDER, PAD 14" x 21"	25.00
734	DESK SET WITH PEN HOLDER, PAD 14" x 21"	22.50
804	SHALLOW FRUIT BOWL, 8½" diameter	4.50
815	SERVING TRAY, 22" long	17.50
816	TEA BELL, 2¾" high	2.50
824	SERVING TRAY, 16" diameter	11.00
825	CREAM AND SUGAR TRAY, 15" long	5.50
830	SERVING TRAY, 19½" long	8.00
832	TRAY, 8¼" long	3.00
833	TRAY, 11½" long	4.00
834	FRUIT BOWL, 9" diameter (<i>Silver</i>)	35.00
835	NAPKIN RING	1.00
902	LAMP SHADE OF COPPER AND TORTOISE, 15" high	27.50
906	LAMP, COPPER SHADE, 13" high	13.50
911	LAMP, STEUBEN BROWN AURENE SHADE, 16" high	40.00
920	LAMP, 15" high, with 10½" Real vellum shade	25.00
921	LAMP, 16" high, with 13" Real vellum shade	35.00
922	LAMP, 20" high, with 13" Real vellum shade	45.00
1113	INCENSE BURNER	4.00
1115	INCENSE BURNER	1.20
1119	FLOWER POT HOLDER, 10" high	6.00
1120	FLOWER POT HOLDER, 8½" high	6.00
1121	DOOR KNOCKER	3.50
1122	IVY HOLDER,	3.50
2007	BRACELETS, each	1.50
2100	BRACELETS, each	5.00
	ELBERT HUBBARD'S PAPER KNIFE	1.25
	GARDEN LANTERNS	12.50




THE ROYCROFT TRADE-MARK
(REGISTERED) IS AN ADAP-
TATION OF THE SIGNUM OF
CASSIODORUS, A BENEDICTINE
MONK. THE CIRCLE REPRESENTS
UNITY AND THE CROSS SINCERE
RELIGIOUS DUTY AND PRIVI-
LEGE. THE MARK WAS PLACED
BY HIM AT THE END OF HIS
BEAUTIFULLY ILLUMINED MSS.
AND SIGNIFIED ANOTHER PIECE
OF WORK DONE THE BEST HE
KNEW HOW.

THE ROYCROFTERS ADDED THE
"R." THEY USE THE MARK IN
MUCH THE SAME SPIRIT THAT
ENTHUSED CASSIODORUS.

IT IS PLACED ON EVERY PIECE
OF WORK EMANATING FROM THE
ROYCROFT SHOPS. LOOK FOR IT.
IF YOU DON'T FIND IT THEN
THE PIECE IS NOT MADE BY US

ROYCROFT BUSINESS IS FOUNDED ON FRIENDSHIP

ND the Roycroft Catalog accompanying this leaflet is sent to you for that reason.

¶ Knowing you to be interested in Elbert Hubbard's Work we now furnish you with a handy Reference Book of the products of the group of workers whose fame as craftsmen in Hand-Hammered Copper, Modeled-Leather and Fine Books is world-wide.

¶ You will find the catalog an invaluable aid in the selection of suitable gifts for your friends, at Christmas, or any other day or occasion.

¶ The pieces shown are all individual and distinctive, and may not be duplicated. They are a source of joy and gratification to both giver and receiver.

¶ May we suggest that NOW is none too early for you to use the order blank for your Christmas Gift Shopping.

THE ROYCROFTERS

毒

Date_____192

M

Money _____
Order\$ _____
Check _____
Stamps _____

Uncle Sam's mail boys are all honest—Sure! But it is unsafe to send currency by mail unless registered.

[illegible]

[OVER]



Founded 1895, by Elbert Hubbard

Elbert Hubbard II, President



The Roycrofters

Devoted to Printing and Arts & Crafts

East Aurora, New York

Dear Friend:

We are sending you our new fall catalog illustrating our complete line of beautiful Handwrought Copper Art Objects, and a list of ROYCROFT BOOKS.

We have added many new and delightful gifts - There is a great variety of lovely things, ranging in price from 50¢ upward.

Our Books in de luxe bindings, are always appreciated by book lovers. There are reprints from the Classics in Limp Leather bindings from \$1.25 upward.

You will find our unique Blank Books, the GUEST BOOK and MEMORY BOOK, just the Books to give to a home-maker.

And then the Books for Children - BUMPSIES, the Golf Ball Kids and Little Caddie, by Valrie McMahan, is a fascinating story for the Kiddies. It tells the story of Freckles, the caddie, an orphan boy and how the good fairy and the Golf Ball Kids helped him to overcome his faults and become a fine, manly fellow whom everybody loved and respected. Our price for this book is \$3.00.

An old favorite for the wee ones - THE MOTHER GOOSE BOOK priced at \$1.50 - This book is profusely illustrated in color.

You will find our ROYCROFT HAND BALL (price \$1.50) a gift for boys and girls.

Our MAPLE PRODUCTS in their new and attractive packages, make delightful gifts.

"A Little Brown Jug" filled with sixteen ounces of Pure Roycroft Maple Syrup - It is hermetically sealed with red sealing wax, and each little Jug bears our symbol of quality in the form of an orange and black card fastened to the Jug with an orange and black silken cord - Price \$1.35 postage paid. Each Jug is wrapped in an orange cardboard carton which bears a picture of The Roycroft Shops.

#2

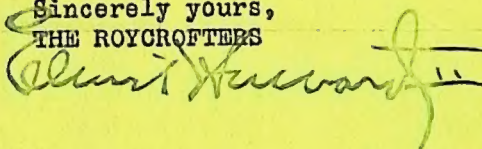
"A Junior Market Basket" which contains two dozen Maple Pecan Patties, is also a delightful gift. The little Baskets are wrapped in amber colored cellophane and tied with orange and black silken cords. Our price for "A Junior Market Basket" of Patties is \$1.75 postage paid. We also supply an orange cardboard carton for the Junior Market Baskets, with a picture of The Roycroft Shops, and the Roycroft Trade Mark, on the outside.

We will send your gifts direct from here, gayly packed in Christmas wrappings - A Roycroft Christmas Greeting Card will be included without charge.

We will pack and send to you, or we will send gifts direct to your friends to reach them at Christmas time, postage paid.

With all good wishes,

Sincerely yours,
THE ROYCROFTERS

A handwritten signature in dark ink, appearing to read "Elmer Roycroft", is written over the typed name "THE ROYCROFTERS". The signature is fluid and cursive, with a long horizontal stroke at the end.

EH II:CEQ

